

City of Cincinnati, Department of Trade and Development

AFFIRMATIVE MARKETING PROCEDURES

Developers and owners that receive funding through the City of Cincinnati for HUD assisted rental or homebuyer projects must adhere to the City's Affirmative Marketing Procedures. Affirmative marketing seeks to provide information and attract eligible persons to available housing without regard to race, color, national origin, sex, religion, familial status, or disability.

Developers and owners must analyze the local market to identify who is least likely to apply for housing in the area under development. Following the analysis, a strategy must be implemented to reach all eligible applicants through outreach and the media. Outreach resources may include community organizations, places of worship, employment centers, fair housing groups, housing counseling agencies, and social service providers. Types of media may consist of newspapers, magazines, web technology, radio, television, billboards, or other marketing methods.

Developers and owners conducting homebuyer activities must certify they have adopted the Affirmative Marketing Procedures into their program from the beginning of the project to the sale of the unit. It is recommended that a Realtor and the Multiple Listing Service (MLS) be used for all homebuyer activities. Projects with homes sold prior to entering into contract with the City must provide documentation that all Affirmative Marketing Procedures were followed. The documentation should include the list of persons that applied for the housing and the selection process used to select buyers.

Developers and owners conducting rental activities must certify they have adopted the Affirmative Marketing Procedures. The developer and owner must review the effectiveness of marketing efforts annually throughout the affordability period. Based on the review, marketing efforts should be modified to improve outreach each year.

All developers and owners must keep and maintain a project file that documents marketing efforts to potential applicants. The file must include a description of how the least likely applicants were identified and what marketing efforts were used to reach them. The file must provide the date and location marketing information was distributed. The race and familial status of all applicants should also be documented in the file. In addition, copies of all newspaper advertisements, notices, mailings, and letters related to marketing should be included in the file.

The Affirmative Marketing Procedures Checklist includes the Affirmative Marketing requirements. The Checklist must be submitted by participating developers and owners at the time of entering into the contract with the City. The City will then review the marketing plan for approval.

Developers and owners are contractually obligated to follow the Affirmative Marketing requirements. Failure to comply will result in a finding of non-compliance and possible forfeiture of funding. The City of Cincinnati will monitor marketing efforts to verify compliance with the Affirmative Marketing Procedures and evaluate program effectiveness annually.

Affirmative Marketing Procedures Checklist

Section I. Required for all projects

City Contract #: _____

Select One: ☐ Initial Submission ☐ Revised Submission

Date: _____ Date: _____

Select One: ☐ Rental Project ☐ Homebuyer Project

Developer / Contract Agency: _____

Development Name: _____

Development Address: _____ Neighborhood: _____

Development Contact: _____ Phone: _____

A. HUD's Fair Housing poster is displayed in a public location of the DCA's office. ☐ Yes ☐ No

B. All printed marketing materials have the Equal Opportunity logo. ☐ Yes ☐ No

C. Marketing materials placed at the project are visible and accessible to the public. ☐ Yes ☐ No

D. A file is maintained that documents all marketing efforts for this development. ☐ Yes ☐ No

E. The marketing file includes the race and familial status of all applicants. ☐ Yes ☐ No

F. What population is least likely to apply for housing in this project? _____

G. Outreach resources: I. Require notification of the impacted area. II. Recommended outreach.

I.	Written Notification Required	Organization	Organization
<input type="checkbox"/>	Neighborhood Community Councils:		
<input type="checkbox"/>	Community Organizations:		
<input type="checkbox"/>	Housing Counseling Agencies:		

II.	Recommended Outreach	Organization	Organization
<input type="checkbox"/>	Social Service Providers:		
<input type="checkbox"/>	Places of Worship:		
<input type="checkbox"/>	Employment Centers:		
<input type="checkbox"/>	Fair Housing Groups:		
<input type="checkbox"/>	Other:		

H. Types of media used (Check all that apply):

	Required Media	Name	Dates / Duration
<input type="checkbox"/>	Major local newspaper:		
<input type="checkbox"/>	Community newspaper:		

	Other Media	Name	Dates / Duration / Location
<input type="checkbox"/>	Magazines:		
<input type="checkbox"/>	Radio:		
<input type="checkbox"/>	Internet:		
<input type="checkbox"/>	Television:		
<input type="checkbox"/>	Billboards:		
<input type="checkbox"/>	Pamphlets:		
<input type="checkbox"/>	Other:		

Section II.

A. Do you have 5 or more City assisted units in this project?

☐ Yes ☐ No

If no, skip to Section III and complete the Certification.

B. Provide a written Affirmative Marketing Plan. Use the space below to outline your plan. Include how you will attract all segments of the eligible population, especially those groups designated least likely to apply. The plan should provide details on how units will be marketed. Attach additional pages if more space is needed.

C. Describe the location, price range, and number of units. Provide the homebuyer or renter income limits, down payment, association fees, real estate taxes, deposits, etc. Also, attach a timeline for marketing activities and when units are anticipated to be available for occupancy.

D. Describe the application process for incoming applicants. Include the location and hours that applications are available. Describe any requirements involving eligibility, occupancy, residency, restrictions, or special financing.

E. Explain how waiting lists will be handled? How will applicants be chosen from the waiting list? Is training of any type provided to applicants? If so, what does the training consist of?

F. Homebuyer activities only.

Are applicants pre-qualified?

☐ Yes ☐ No

If yes, what organization conducted and managed the pre-qualifying process? _____

Note: Projects with homes sold prior to entering into contract with the City must provide documentation that all Affirmative Marketing Procedures were followed.

Section III. Certification

I hereby certify that our program meets the Affirmative Marketing Procedures as required by the City of Cincinnati. I understand the City will monitor annually throughout the contract period for homebuyer activities and the affordability period for rental.

Signature: _____

Date: _____